



BUSINESS ADVISORY COMMITTEE
383 Main Street, City of Brawley
Administrative Building Council Chambers
November 10, 2015

MINUTES

Call to Order

The meeting was called to order at 5:30 pm.

Roll Call

Members Present: Alan Huber, Audrey Noriega, Kenny Robertson, Sean Wilcock

Members Absent: Sarah Chairez, Lupe Navarro, Monica Torres

Ex Officio Members Present: Rosanna Bayon Moore, City Manager
Jason Zara, Brawley Chamber of Commerce Exec. Director
Donald Wharton, City Council Member

Approval of the Agenda

Motion: Approved as presented. **Noriega/Robertson 4-0**

1. **Public Comments**

None

2. **New Business**

Discussion regarding Parking in the Downtown Corridor
Staff Presentation by Gordon Gaste, Planning Director

Chairperson Wilcock requested this topic to the board for discussion. The downtown faces challenges that need to be overcome. Mr. Wilcock wishes to encourage the BAC

to look at potential changes in the downtown area and opportunities for business to prosper. IVEDC conducted a survey of the impact from fire events. The survey provided insight into what hurdles merchants and property owners face in the downtown, including parking for patrons, lighting and security.

Gordon Gaste, City of Brawley Planning Director, reported that in 2007 the City had a grant for a Main Street Study, a design charrette that focused mostly on Main Street itself. In 2012, the Downtown Specific Plan was adopted. In the plaza area, angled parking was installed. Angled parking was also considered for Main Street.

One approach is temporary angled parking for a limited demonstration period of 2 years. If it works for the community, the parking orientation could be made permanent. Angled parking creates the addition of approximately 220 on street parking spaces. It requires the reduction of the number of traveling lanes by one lane in each direction. This can be experimental and if it doesn't work, it could be restriped.

Member Huber commented that the redirect of commercial truck traffic is key. He noted that signage on Highway 86 for the bypass is ineffective. Additional information was requested on the existing and future truck routes in the City of Brawley.

Chair Wilcock, met with Mark Baza, Director of ICTC, about the signage on Highway 86. Mr. Baza agreed to revisit with Caltrans.

Ex-officio Wharton commended the BAC for the discussion of the pros and cons of downtown parking and the truck route alternatives. He encouraged continued examination of downtown as a whole, including approaches to addressing façade and building appearance. He suggested that the BAC keep recommendations simple for the downtown.

Ex-officio Moore reported that downtown parking is part of the City's 2015-16 work plan. At this point, the intent is to pursue conceptual discussions.

Ex-officio Zara reported that the Chamber currently administers the Downtown Merchants Fund. Basically, there's an additional fee levied. Recent opposition has arisen with regard to continued implementation. It generates \$1,600 a year for promotions and improvements in the downtown. Accumulated funds were used to accomplish a couple of visible projects. Zara expressed openness to discussion to expanding the assessment area to take in the whole downtown rather than the Downtown Merchants District as currently defined.

Committee recommendations included future consultation regarding the commercial truck traffic route and better signage on highways to direct traffic. For the next meeting, Chairperson Wilcock requested BAC members come with a strategy to move

forward on communicating with business owners and the general public regarding parking in the downtown.

3. Old Business

a. Continued Discussion and Input regarding Development of a Brawley Business Guide

Ex-Officios Moore and Zara presented revised business guide content to the BAC members for review and recommendations.

Committee expressed support for moving forward with production. Ex-Officio indicated that staff will request a budget adjustment from the City Council to accomplish the project.

4. Committee Member Comments/Remarks

Ex-Officio Moore provided an update on the Building Permits Report.

5. Next Meeting Date

The Business Advisory Committee adjourned to December 8, 2015 at 5:30pm.

6. Adjournment

There being no further business before the Business Advisory Committee, the meeting was adjourned at 6:30 pm.